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**LEATHER**  
*and* **SHOES**

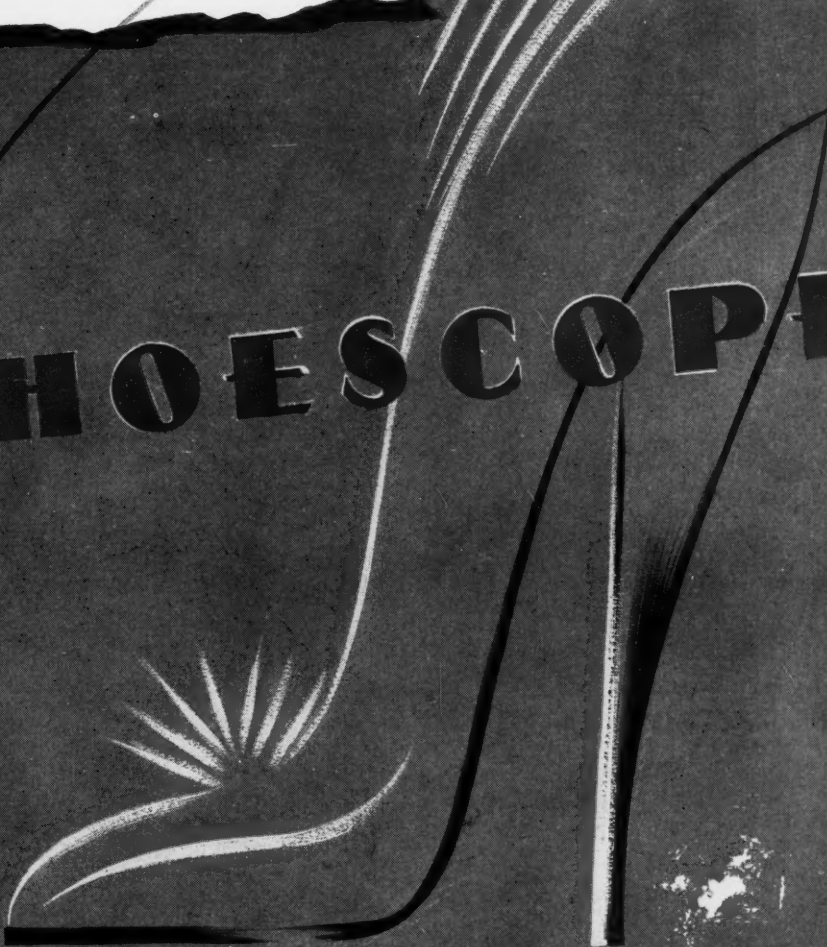
IN TWO SECTIONS . . . SECTION II

FEBRUARY 25, 1950

VOL. 119, NO. 8

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# SHOESCOPE



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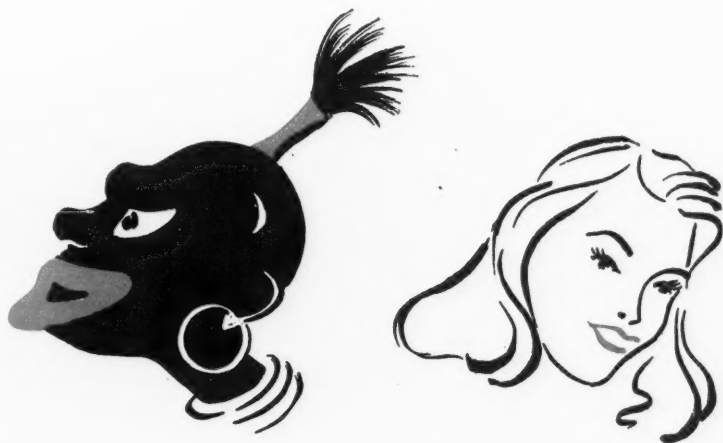
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# LEATHER *and* SHOES

## shoescape

### Issue

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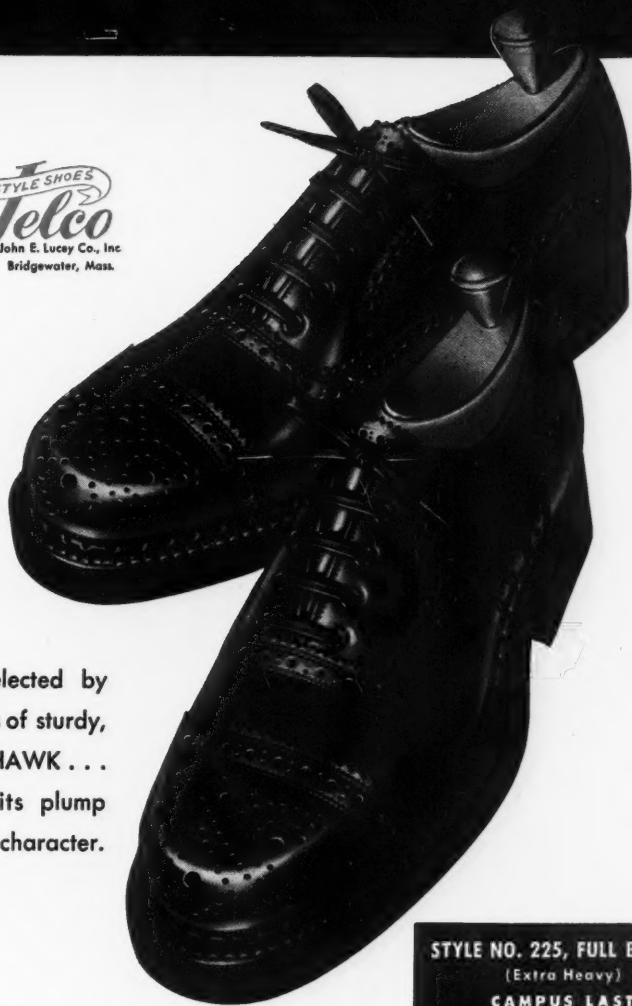




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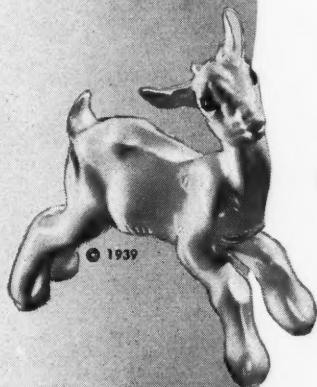
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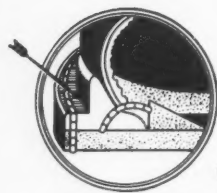
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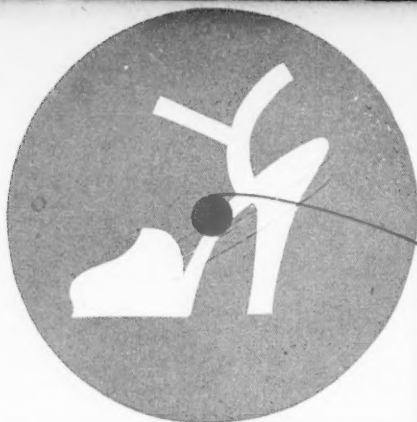
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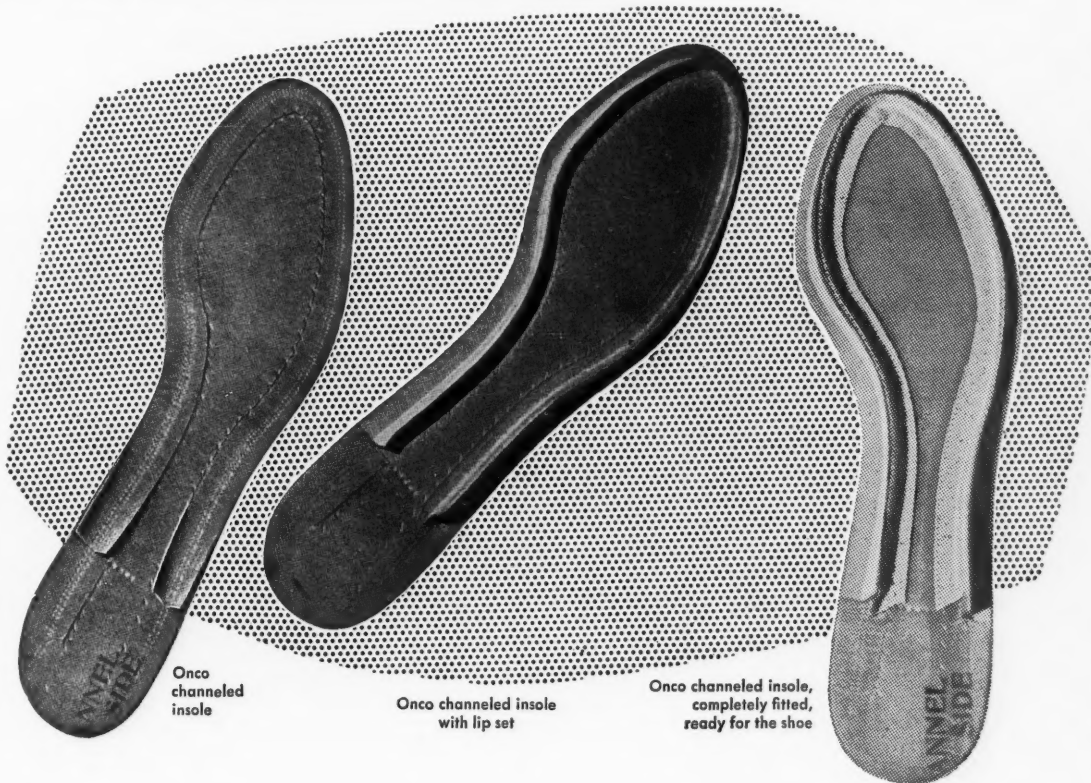
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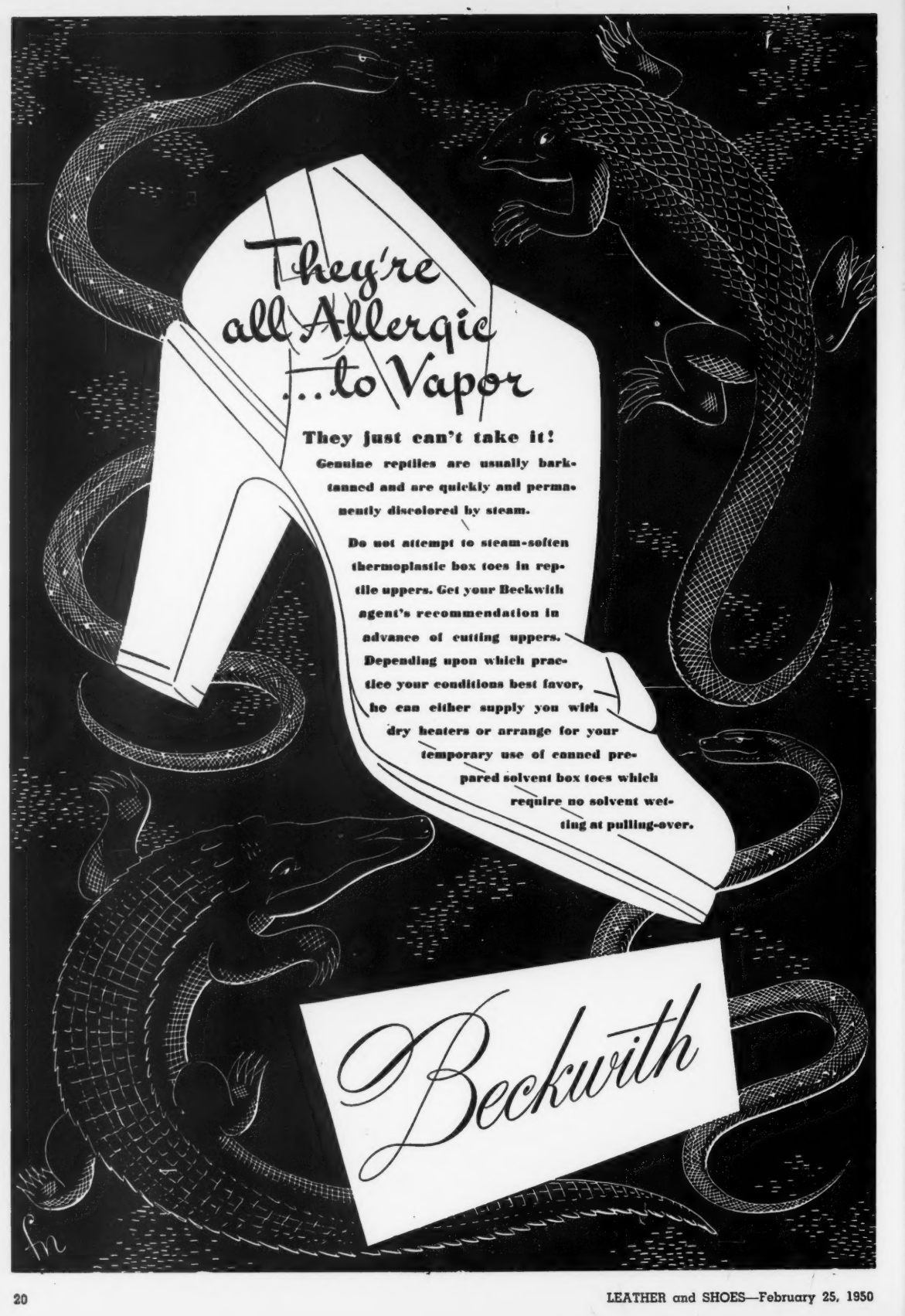
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A detailed black and white illustration of a shoe last, which is a mold used to shape shoes. The shoe last is positioned centrally and is surrounded by several reptiles. A large snake is coiled around the left side of the shoe last. Another snake is coiled around the right side. A lizard is perched on the right side of the shoe last. A crocodile is at the bottom left, and another snake is at the bottom right. The background is dark with a stippled texture.

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# STYLESCOPE

The women's "duckbill" last the big talk of shoe business. This last has very wide tread, exaggerated flare at outer forepart, roughly follows shape of foot, with straight inner line, very broad toe, and over-all the last is short. Made on  $\frac{3}{8}$  to  $\frac{17}{8}$  heels, but emphasis on lower heights. Made chiefly in lower and medium grades, both in open and closed types, and in all constructions.

---

Joyce started it with the "Spoonbill" last--its own term for the duckbill. But the "new" duckbill last is actually 400 years old. King Henry VIII accidentally launched it when a very broad shoe was made for his gouty foot. Court dandies picked up the new "style" and soon shoes had toes 8 to 12 inches wide. Finally Parliament clamped down on the duckbills, restricting toe widths to six inches.

---

Walled lasts very prominent next Fall. Particularly soft-walled types on squarish toes, closed toes. The baby-doll still big, but over new patterns. This last being retouched with "modifications." Watch also a pump last with 3-inch heel and round toe for shell-type shoes. And what may prove to be a "sleeper"--an overhanging toe last, a squarish, tapered toe slightly overlapping the tip of the sole.

---

Built-up leather heels making strong comeback. Chiefly on tailored and walking types, on walled lasts and extension soles, in closed or open backs. These heels lighter, smarter than prewar types. However, manufacturers say they are having problem finding makers of such heels.

---

On heights, the  $\frac{13}{8}$  is and will be the biggest note in heels. Then a jump to the very high,  $\frac{23}{8}$  and up. These, however, a little heavier to provide more tread in top lift area. Delicate squared back on heels winning new popularity. Edges not sharp but gracefully contoured so that square look is toned down. Flats just as big as ever, will get new momentum via the duckbill lasts.

---

Extension soles given impetus by rise of built-up heels, walled lasts and tailored types. Also on smooth leather

shoes such as calf. Platforms look permanent in the 1/4-3/8 heights. Strictly for comfort. In higher grades some high platforms, 1-1½ inches, still sell to the extremists.

---

Stripping treatments may be over peak, but still biggest style note in women's shoes. Chief problem is creating new effects with strippings. Cost problem also involved. Lower priced lines using appliques to appear like strippings, or delicate cutouts. Reduces time and labor. Some manufacturers complaining that stitching room has become costly bottleneck with all emphasis on stripping types. Tendency now is to "modify" stripping treatments.

---

Wrap-around straps another dominating style feature. Straps come out from everywhere--shank, vamp, quarter, back. Either decorative or functional, the latter with buckles and ties chiefly. Also lots of stepin types with straps. And multiple straps, particularly the two-strap sabot. But it looks like the same tune for Fall: Anything goes in straps, so long as it's "new."

---

Braiding or "tubing" on vamps one of Fall highlights. Rope or spaghetti effects in various designs. Will also be used on sabot straps and quarters. May vary in thickness, very thin to thick. These cording touches very smart on tailored type footwear.

---

Vamps will remain very low, shell types. But wide variety of treatments behind low throat to hold shoe on foot. Mostly stripping effects. More use of nailheads on vamps--pin point size up. Arranged into designs. Envelope type vamps still good for Fall.

---

Offsided throats continue to be experimental but with increasing sampling. This in harmony with the asymmetrical treatments so popular in the rest of the shoe. Offsided throats especially on sandals. The V-throat still much in the lead, but with round throats close behind. Squarish touches getting a bigger play, too, but still experimental.

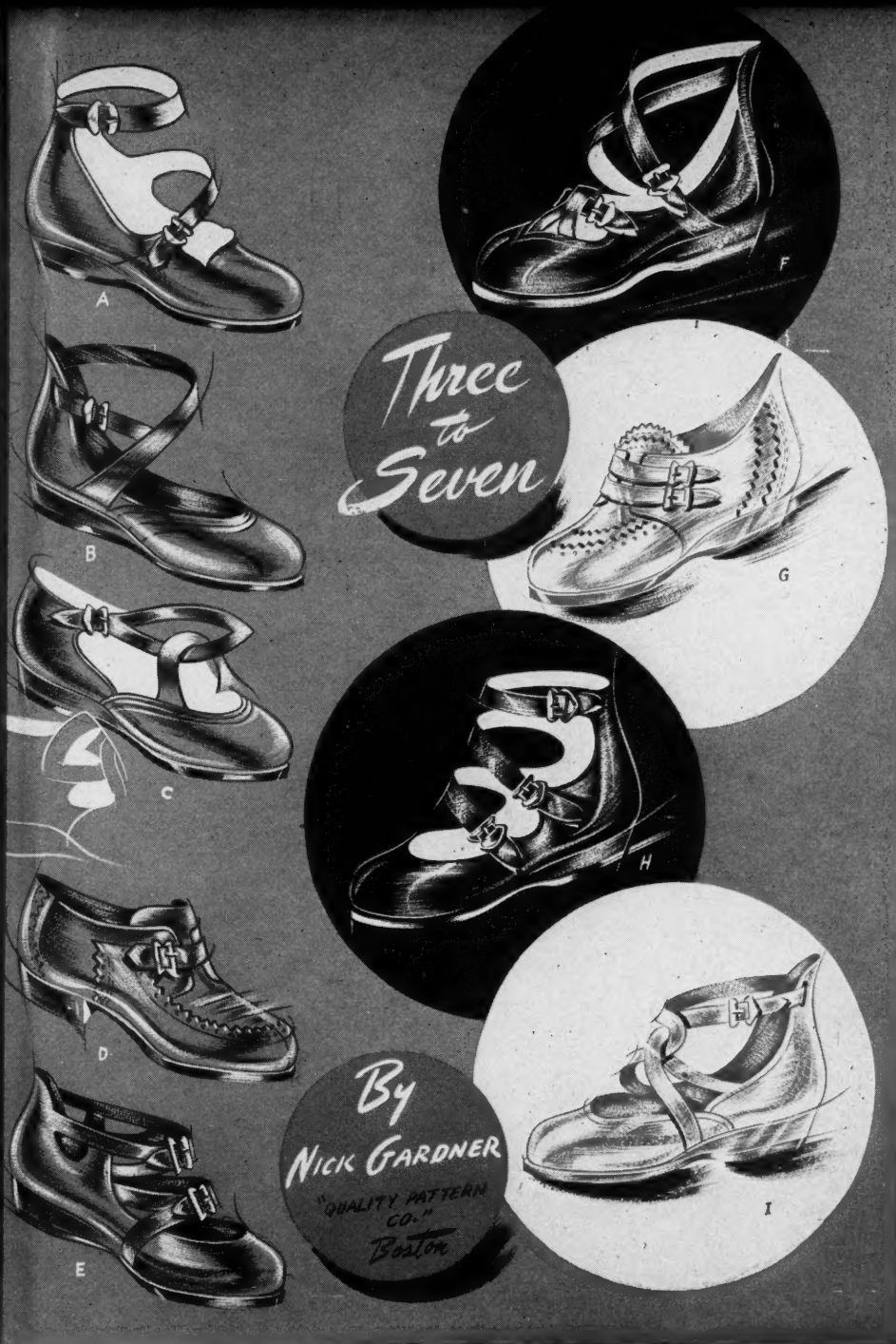
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Closed backs continue to make headway, but slowly. Open backs still dominate, but fewer open backs this Fall than last. And more closed backs than closed toes. Lots of anklet ties on open backs. As to backs, they'll tend to be more intricate with plain vamps, or vice versa, to create a "balance of design."

---

D'Orsay topline will continue to rule the roost. Very deep-cut hollowed shanks or sides. This is the mule pump or its variations. Shallow sides may curve down gracefully or be angulated with sharp V cut. Mule type pumps will be seen on walled-last toes. They used to be on babydoll lasts, but now the change. This will have a very low vamp, unusual on a walled last, and a wide "balloon" toe. Look for it this Fall.

PAGE 37 PLEASE



A.  
Offsided two strap with  
harmonizing offsided vamp.  
Top strap is anklet.

B.  
Offsided swing strap with  
hooded quarter—three rows  
of stitching on vamp.

C.  
New type T-strap with  
sabot effect.

D.  
Two-tone strap oxford with  
mudguard effect. Pinked  
edges on backstay and mud-  
guard vamp.

E.  
Two-strap center buckle  
with hooded back.  
Swing-strap T-strap; its  
adaptability makes it a good  
fitter.

G.  
Rugged looking double monk  
strap with pinked edges on  
tongue and hooded back.

H.  
Two lower straps offsided  
with top strap anklet. Two  
rows of stitching.

I.  
Interlocking wrap-around  
with hooded back.

**T**ODAY'S young mothers are, according to reports, tending away from conventional patterns for children's shoes—especially for girls. Not that there is any movement toward the "radical" or unique, but rather a break from the monotony of the orthodox styles in this field.

Novel type strap treatments, simple to adjust but with a grown-up appearance, fascinate the little girls in the three-to-seven age group. It is here that they tend to become conscious of their apparel, including their shoes. It is here they develop the beginnings of a fashion sense. And it is typical of them to desire to look like mother or big sister.

These nine models strike a refreshing note in the children's shoe field. The variety of strap effects are magnetic for kids. Also, mother's instinctive desire to have the kids look "cute" in their new outfits is here fully appeased.



A.  
Offsided treatment on a Gypsy, using a brass loop on the vamp for ornamentation.

B.  
Open toe and quarter casual walking type with welting treatment vamp. "Slots" in high-riding vamp provide opened-up effect.

C.  
Modified shell pattern with novel looped vamp effect. In brown suede with russet calf for trim.

D.  
A walled last, closed toe and quarter. Note the smart pleating effect on the vamp.

E.  
A wall last stepin with novel envelope effect ornamentation using brass rings and tassels.

THE chief style notes in these five smart models are up front and in the middle — on the vamp and instep. Four of the five are high-riding. Designer Al Lewis achieves several ingenious style effects by use of pleats, simple ornamentation, loops, slots, or unique applications such as the "envelope" front accompanied by rings and tassels.

These types fall into the dressy-casual class. They have a casual yet tailored look about them. The Cuban heel also keeps them a shade off the strictly dress shoe and also veering a bit away from the strictly casual. The end result achieved is refreshing by combining two seemingly remote opposites.



# Shallow Shanks

by  
FRANCES FAMOLARE  
BOSTON



1.  
The popular stripping treatment carried out with individuality. The stripping is done in blue satin, the shell in blue suede.

2.  
Combination mule and pump attained by the triangular design on the outside shank; in black suede with black reptile trim.

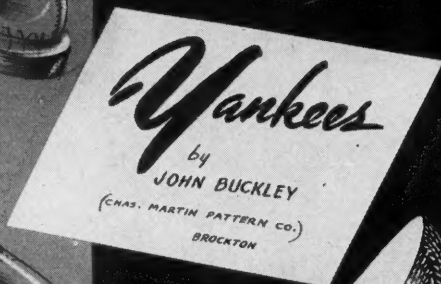
3.  
The instep strap is caught at the base of the quarter on the inside of shank and attached higher on outside of quarter; in combination brown suede and brown reptile.

4.  
A feeling of the angular in this lattice outside shank and vamp combination of black suede with black calf mudguard and heel.

5.  
The tricky little mudguard is done in rust suede and the rest in rust calf.

6.  
An intricate vamp treatment caught at either side by the pointed quarter mudguard effect. Popular pointed design on quarter holds instep straps. In navy suede with strap of navy satin.

**S**HALLOW shanks on shoes with semi-pointed effects are in increasing demand. The happy combination of mule and pump in the lattice and triangular effect shank is to be well received. And though this may appear a little premature—look for increasing attention to a slightly angular look to shoes. This ties in so exquisitely with the “little boy” look that has blossomed into prominence with the females and particularly emphasized by the closely cropped hairdo. Note the delicate air of these shoes. They effuse all the light, ethereal grace desired in feminine footwear that will be seen in the smarter Fall fashions.



1. Heavy detail including even wheeling on outsoles highlight this shoe. Sole is medium-heavy, tongue is pinked.
2. Emphasis on heavy detail with stitching, pinking, large eyelets, wheeling and punchouts.
3. Two subtle touches of pattern—one on the vamp and one where the sole and upper meet—make this an eye-catcher.
4. A smart blucher oxford with hand-tooled effect throughout upper.
5. Another blucher with very intricate but smart detailing from toe to quarter.
6. Multiple rows of fine stitching against pinked edge on a bal oxford; ideal in scotch grain.

**T**HERE is a distinctive note of Yankee vigor in these shoes—an all-around masculinity without the extreme of the Bold Look. A lot of handsome detailing creates a virility in these models. They are meant for “youngish” men, though not necessarily young men. The versatility of these patterns makes them adaptable and appealing to a wide age range.

The trend has been definitely away from the extremes of the Bold Look that has reigned the past couple of years—yet some of the features have been retained: heavy stitching, wheeling on sole edges, larger eyelets, pinking, punchouts, etc. But the extremely thick soles are moving out, as also the bulldoggish square toes. The “compromise” being reached is indicated by the models shown here.

**T**HE Western cowboy motif continues to bear a potent influence on the little lads from three to eight. In every article of clothing, including shoes, the buckaroo is expressing itself. Attribute it to what you will—movies, television, cereal coupons—we see shadows of Roy Rogers, Gene Autry and Hopalong Cassidy hovering everywhere around the young ones.

The kids can't be fooled much on authenticity, either. The cowboy fixin's on clothing must simulate the genuine pretty closely. And that goes double for footwear. These seven shoes register the spirit of "Westernized" juvenile footwear. They are made over regular juvenile lasts, but special treatment is given the pattern, design and trimmings. They are all boy—colorful, rugged, novel, practical. These are potent sales points in attracting the eyes of the little fellows today.

**A**  
In tan calfskin with ox-blood red grained calf tip, foxing and lace stay, with black rope stitch trim.

**B**  
Tan calf embossed; rest of shoe in dark brown calf, ornamental silver buckle.

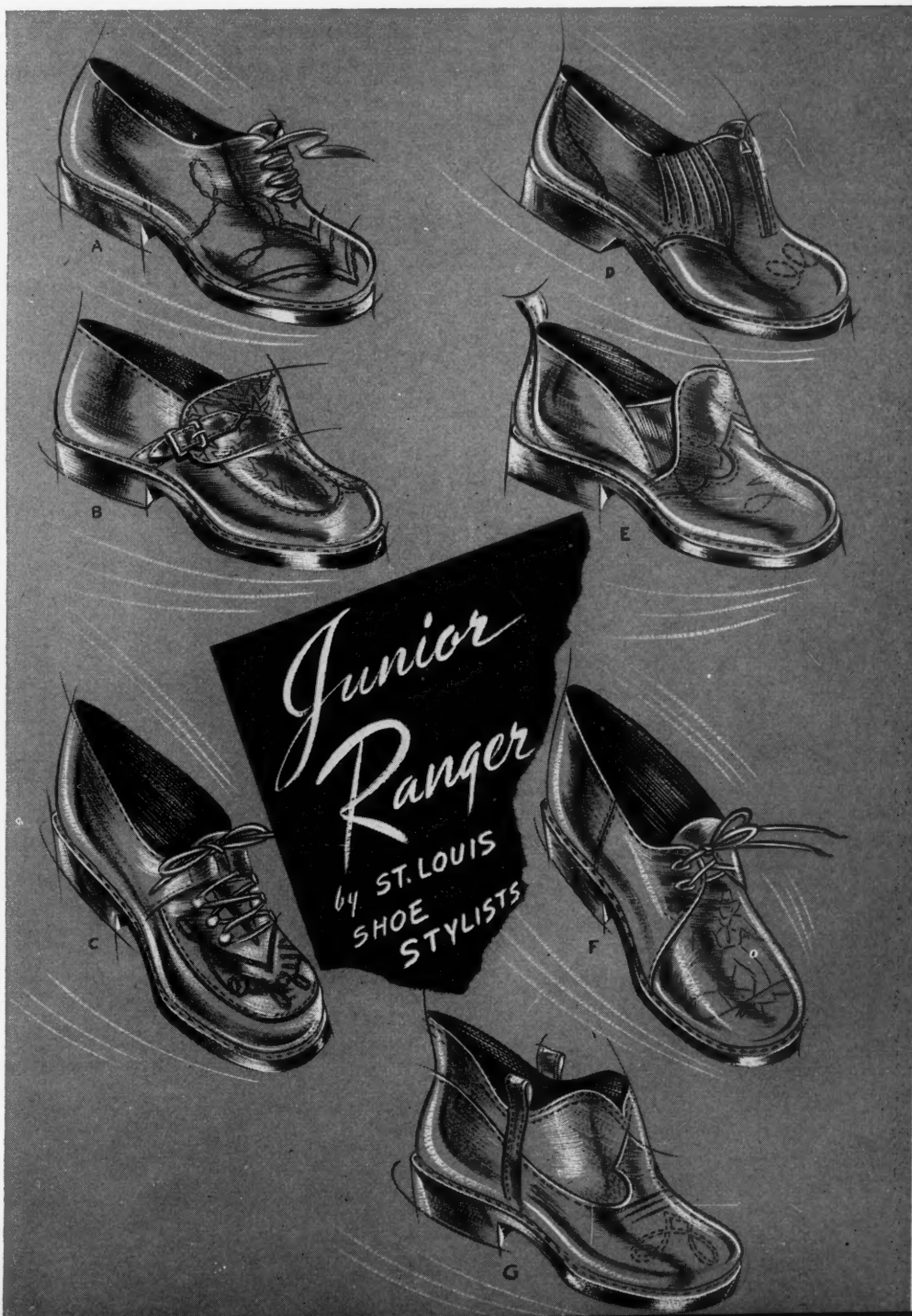
**C**  
In two-tone calf or side, saddle plug, embossed western design on plug, and heavy stitching; leather thong lacing with metal hooks.

**D**  
Zipper shoe with slashing on sides and elasticized goring beneath. Black calf or side leather vamp and foxing with decorative red stitching. Rest of shoe in oxblood calf.

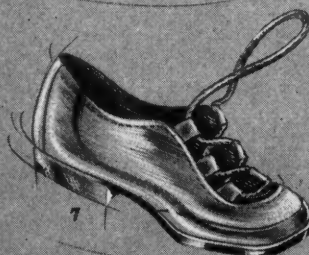
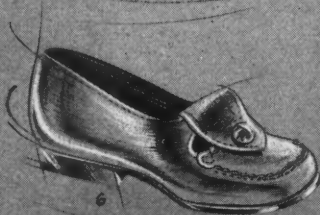
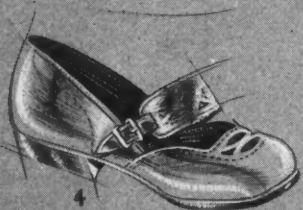
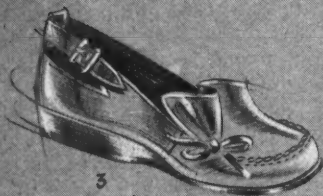
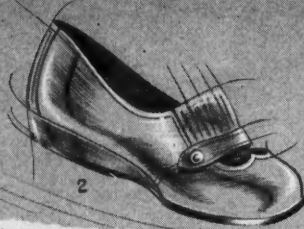
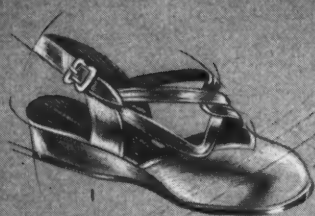
**E**  
Side gore slip-on, imitating the cowboy boot. Vamp and backstay in brown calf, rest in light tan with red and green fancy stitching.

**F**  
Two-eyelet tie with red calf vamp, black quarter; embossed western design on vamp, leather lacing through brass eyelets.

**G**  
Low cowboy boot on regular last. Upper portion of tan calf, the rest of dark brown; red and green decorative stitching.







*Little  
Miss 7 to 10  
by C.S. RUOBERG  
Boston*

1.  
Interlocking front straps  
with interesting attachment  
to vamp sides and quarter.

2.  
New finger gore influence;  
button is non-functional.

3.  
Exciting but practical low-  
back shoe, with folded  
tongue, moccasin seam and  
latchet for front interest.

4.  
Smart sabot strap effect  
with harmonizing cutout  
treatment on vamp and strap.

5.  
New swing strap shoe with  
low vamp line and squarish  
throat.

6.  
Another practical finger gore  
shoe with popular turnover  
slashed tongue.

7.  
Turned mudguard on new  
looking ghillie; mudguard  
of contrasting material and  
color.

**T**HE little misses in the seven-to-ten age group are exceptionally style-alert these days. A pair of new shoes is not enough. There must be definite eye-appeal in the new shoes—something to make the other kids sit up and take notice; or something to draw a flattering eye from Junior.

This septet of attractive models strikes a fresh note in styles for this style-sensitive age group. The designs presented here have a versatility — straps, mocs, ghillies, finger gores. And note the simulation of grown-up shoes, something essential to the little misses who yearn to be grown up, too. But these are not merely pretty shoes. They are designed with a view to practicability.



**BLUCHERS** continue to rule the roost in boys' styles. The blucher tends to denote stronger notes of masculinity, of ruggedness—points of attraction for younger lads.

Here the theme is carried out with touches in design essential to attract this group: the heavy stitching, straps, ornate buckles and eyelets, etc. The lasts follow plateau, klomp and brogue types. Emphasis here is on moccasin patterns. Four of the six shoes here have monk straps, and the other two display ornate eyelets. These shoes are designed for boys ten years and up.

A. Achieving a "squared" effect with square eyelets matching with the square corners treatment of the quarter pattern.

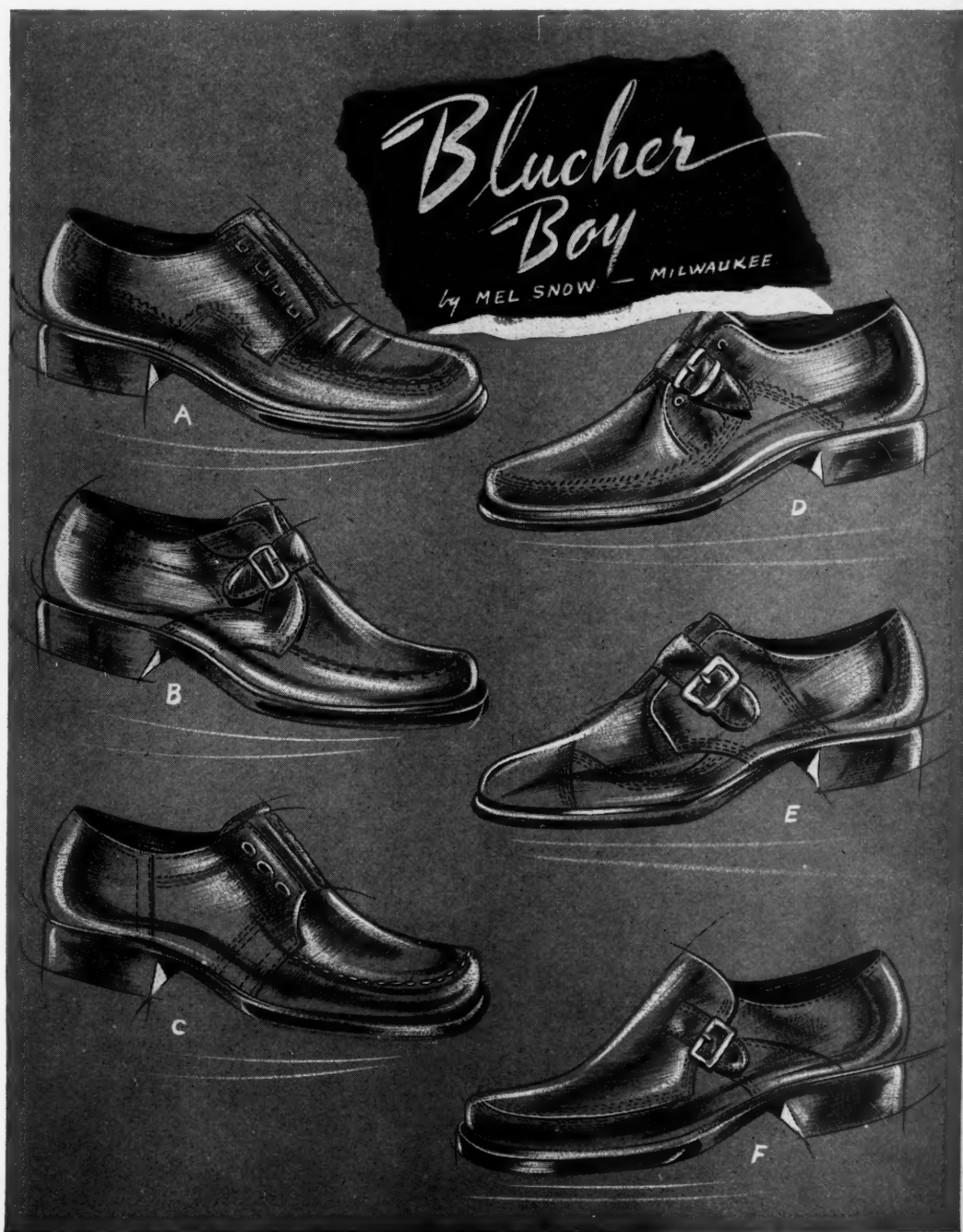
B. Unusual adaptation of the buckle strap emanating from the front of the quarter.

C. Irresistible to a lad's eye is the number using large oval brass eyelets and heavy detail of stitching, and popular moccasin forepart.

D. Combination strap and large eyelets, pinked tongue and seams to give heavy detail effect.

E. Dressy and novel forepart on this monk strap shoe with heavy brass or silver buckle is a growing boy's delight.

F. Easy-fitting oxford with popular moccasin forepart; lots of stitching detail and looped monk strap with large buckle offer essential detail.



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**T**HIS is strictly for the teen-agers. No matter what the shoe—for school, for sports, for party, or for just kick-around—here is “that extra touch” to give a sparkling lilt to the coke set’s shoes.

Note the “psychology” behind it all—the reason behind the appeal of these ornamental touches. She’s a boy-conscious teen-ager. She wants to be noticed. Popularity is vitally important. Attracting the eyes and comments of her friends—boys and girls alike—is something she consistently though subtly works at.

And so—the novel little touches of her clothing, and shoes included, are assets in the eye-catching game. These novelties on shoes start conversations, and that’s important, too. Note here the variety offered—the horse, fish, bug, football, dagger, bell, loop, cameo, etc. Something for every shoe, every occasion.

The market has a wonderful potential—if only the ideas and the “psychology” are properly exploited.



# Miss Eleven to Fourteen

by MARIAN CASEY

(JOS. FAMOLARE, BOSTON)



**T**HERE are strong signs of a return to "sturdier" types of dress and novelty footwear for teen-agers. The era of the flimsy shoe that was only vaguely a genuine shoe appears to be fast fading. Newer shoes for the teen-age group will contain more "body" and substance, yet have none of the sturdy and heavy look about them.

Novelty is a sure-fire asset in footwear for this age group. Here several ingenious ideas are suggested. Novelty is combined with practicability in terms of fit, comfort, construction, patterns. These shoes are as modern and fresh as tomorrow—a feature essential to attracting the teen-agers' insatiable search for the unique. At the same time they are attuned to Fall and the back-to-school days.

- A. The high-riding vamp takes on a trim appearance as the rope stitching outlines the cutouts and sets off the top line.
- B. Sturdy type welt wedge, ideal for back-to-schoolers, provides good support for growing feet.
- C. "Step-ladder" vamp is high-riding yet retains a light look for teen-agers seeking smart tailored type footwear for suits and sport dresses.
- D. Moccasin type oxford with plaid or check lacings—a smart looking casual for Fall.
- E. "The Curfew"—novelty clock face with adjustable hands that can be set to just the hour a young lady must be home. Numerals of gold studs.
- F. "The Daisy"—he loves me, loves me not. Petals are free to swing around so that only the desired or "correct" answer shows.
- G. The currently popular bootie with criss-cross strap that insures Teena her shoes will stay on her feet.
- H. High-riding tongue held firmly by the double "this way and that way" quarter strap.





"FOR kids a slipper or indoor footwear should be colorful, comfortable, easy to slip on, and durable. In addition, it should have a note of novelty that has real kid appeal." So said one prominent retailer of children's footwear recently.

We went to work on this theme, asking designer Richard Jewett to follow through on the idea. Up came this unique sextet, three of which are strictly indoor shoes, and three being easy-to-slip-on outdoor shoes. They are designed to be adaptable to colorful treatment. They are durable—all having flexible leather soles. They are easy to slip on or off, yet hold on to the foot. And they are designed with a sharp eye to comfort—a vital essential for indoor footwear.

A.  
A juvenile house or bedroom slipper. Upper may be felt or leather, pinked collar in contrasting color or material. Zipper front.

B.  
A novel house shoe for girls; snap-on button one-strap, fur collar around vamp; spring heel.

C.  
Combination house shoe-play shoe on sandal pattern.

D.  
Smart juvenile house slipper with open throat. Upper may be of contrasting colors in felt or leather.

E.  
New touch on a Mary Jane pattern, adaptable for indoor or outdoor use. Forepart suggested in red against black quarter.

F.  
Slip-on outdoor playshoe, with calf toe and backpart and rest in suede.

**I**T has been said that in the popular-price field there is more adaptation than creation in shoe styles. Then the significant question is asked: Is it good styling practice to adapt high-priced shoes to low-priced style? Are consumer tastes alike, despite sharp differences in income levels and social habits?

Here, therefore, are a number of styles created specifically for the popular-price field. They are not adaptations from high-priced shoes. Yet they are smartly styled, practical in terms of economy shoe-making, and designed to strike the "mass" taste.

The desired opened-up look is achieved through subtle combinations at the back, sides, vamp and toe—particularly at the vamp where the popular naked look is emphasized.

1. Keynote here is the wide "angulated" instep strap attached to quarter with lacing. Delicate stitching on strap, quarter and vamp.

2. This naked vamp is "held together" by narrow straps, with harmonizing instep strap on interesting quarter.

3. Naked shank with uniquely designed vamp, modified V throat, open toe.

4. Shallow dip of quarter blending into vamp with plenty of opening balanced by closing tie.

5. An elasticized top-line with pinked edges; vamp is widely slotted, with small bowed lacing at throat.

6. Shell vamp with fresh lattice effect. Rear strap adjustable.

7. A fresh approach to the conventional T-strap; note open shank, vamp and toe, balanced by closed back.

8. Three-eyelot tie. The closed-up instep counterbalanced by open back, vamp and toe and cutouts in saddle.

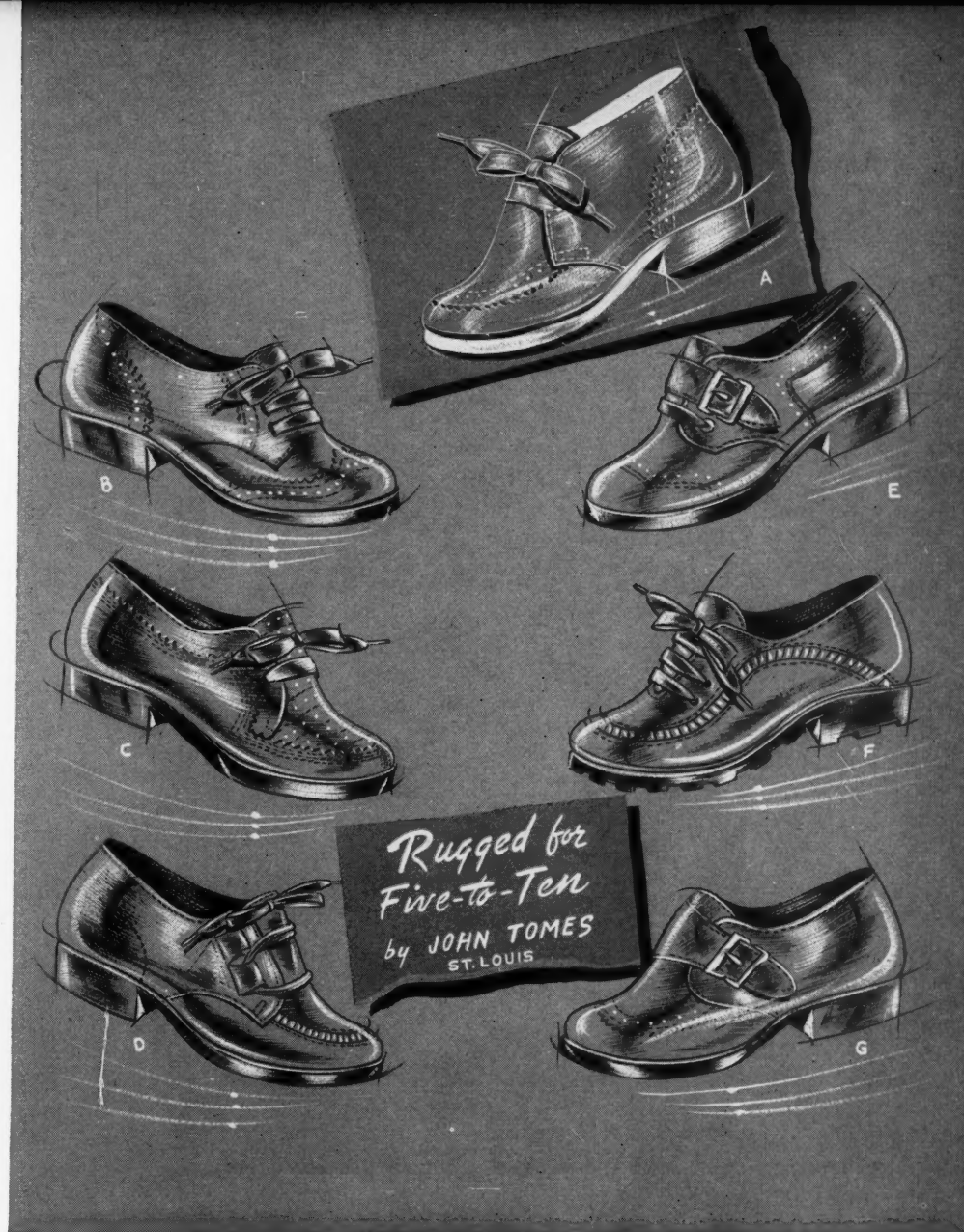


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**I**F there is one feature in footwear having a tremendous appeal for youths it is rugged detail. Details standing out in sharp relief give the shoe a distinctive character. In these young minds ruggedness in clothing is associated with masculinity, with physical stamina and hardiness. With the little lads it is the eternal psychology of wanting to emulate big brother, of being considered grown up. Shoes which lend themselves to this psychology have a positive appeal for boys.

These seven original creations were designed with that in mind—appealing to the desired individuality of boys with just the type of attractive detail and sturdy ruggedness which inspire the young folks to excitedly say, "That's for me!"

A.  
Chukka boot in brown or black  
allover calf or side leather.

B.  
Four-eyelet blucher sports oxford,  
in allover brown calf or side  
leather; 00 perforation.

C.  
Two-eyelet blucher sports oxford  
in two-tone brown calf or side;  
contrasting fancy stitching; 00  
perforation.

D.  
Looped eyelet blucher sports ox-  
ford; leather thong laces, moccasin  
vamp; in allover brown calf or  
side.

E.  
Ski type blucher oxford with con-  
trasting fancy stitching, 00 per-  
foration; in allover brown calf or  
side.

F.  
Four-eyelet bal oxford, sweeping  
moccasin vamp, heavy rubber lug  
sole and heel; in allover brown  
calf or side.

G.  
Military strap oxford with 00 per-  
foration; in two-tone brown calf  
or side.



# Are You Missing a Popular Seller ?



Let United Last  
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**P**ERHAPS you have considered adding another shoe to your line but have been stymied by the all important question: "Which style will pay off *best*?"  
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With today's closer margins, it is important that *all* shoe lines which can be made and sold profitably receive the manufacturer's serious consideration in order to obtain maximum volume from his operations. At all times United Last is ready and *able* to help.

**UNITED LAST COMPANY**  
*Boston, Massachusetts*



Also look for off-sided shanks. Sampling stage over. These definitely in. Inside topline high or semi-high, but outside topline very low. On stepins mostly. On some of these are beautiful stripping treatments--a lattice effect on the bare outside shank.

Very little "hardware" for ornamental touches on Fall shoes. Exception is buckles. A trend toward two-three buckles on ankle and instep multiple straps. Functional buckles--and the new prongless types that don't snag stockings. Braidings and soutash on vamps on all types of vamps or shoes. Tubular braiding done with single needle, 1/16 to 1/4 inch. And grosgrain laces for trim purposes. Significant to note that when these start selling, experience shows that it's a correspondingly good year for novelty type shoes. Bows are expected to show signs of returning, many containing designs in delicate nailheads.

Navy blue and red are two Fall colors to watch. Nothing new in the colors themselves. But blue will continue very prominent. And red, which took many by surprise this spring, hasn't yet shot its full bolt. It's in for Fall, too. Red is pert, youthful, foot-flattering, has many go-with possibilities. And darker tones in red for Fall.

Which shoes for Fall? Pumps a runaway in the field. Silhouettes chiefly. Current types will move right into the Fall picture except for being a little more closed. Strip-

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*the leather for  
fashion footwear -- fall 1950*

**CARR**

*Suede*

**BOOTH # 91**

**CARR LEATHER COMPANY**

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Tanneries: Peabody, Mass.

pings will dominate the treatments on most shoes. The square-throated opera pump is in, too; conventional closed toe and heel, receding toe. But with lighter, more graceful lines. Finger-gore types, chiefly in mocs and loafer types for women, may prove terrific. And many feel that off-sided outlines are only at the beginning of their possibilities.

Actually, women's style picture for Fall in a turmoil, not crystallized. Most of the insiders believe no drastic changes are likely in Fall shoes, even after all the decisions are in. Primarily the same shoes as currently--the changes only in treatments, in effects. A natural seasonal trend toward more closed-up types, but the really big new shoe has still to show up.

Significant remark made recently by David W. Hermann, First Vice-President of National Assn. of Shoe Chain Stores: "The average shoe factory can do considerably more than it is now doing in the field of style creation. Far too many styles produced are stereotyped, too few original. Too little effort and money are being expended for new patterns, new equipment, and new lasts, the importance of which is too often minimized."

Men's shoe field agog with the new "Nature Boy" last. This corresponds almost identically with the duckbill last in women's shoes. Nature Boy complies with shape of foot, wide

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forepart tread, exaggerated outside flare and straight inner border, rounded bulldoggish toe, give short look to shoe. Some manufacturers have gone overboard on it, others stay skeptical. The last will apply mostly to young men's shoes, is a full fitter and lends itself to interesting features. Will go chiefly into popular-priced shoes, \$10 and under retail. Leather on these types will tend to be thick and soft, like sporting goods leathers.

Finger-gore types cutting into loafer types. Finger gores are dressier, better fitters. Big this Spring, but will move right into Fall, though a little on the heavier side. Medium weight, single soles. Still a lot of treatments yet to be tried on finger gores.

Heavy types of shoes definitely out. Extremes in uppers and soles now dead. Patterns will be plainer, less "hardware," fewer of the fixin's. A refinement, thinning down, lighter looking lasts--not lightweight, but lighter than last Fall. Simpler fittings. Soles will be much lighter, 8-12 iron as compared with the extreme 22-28 iron on the bold look types.

Biggest men's leather will be scotch grain. Devaluation of British pound brought some corresponding changes in genuine imported scotch grain leathers, though changes here have been only nominal. But the "heavy" look being achieved by grains (including albion grain) rather than exaggerated fittings on uppers.

Three-eyelet bluchers coming in--with longer foreparts. The heavier-soled shoes required shorter foreparts for satisfactory fitting and walking purposes. Incidentally, the lug type sole is definitely out of the picture. Most men's shoe soles will be a compromise between the very heavy of the past and the lightweight types.

Suede shoes doing very well with high school and college lads. Will be prominent during early Fall months. Almost wholly blue and brown.

PAGE 46 PLEASE

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# JUVENILE SHOES . . .

## New Styling And Selling Opportunities

The shoe industry's fastest growing market offers many sales potentials whose resources have not yet been fully tapped.

**J**UVENILE shoe business is big business. About 23 percent of all shoe production is comprised of juvenile shoes. In 1949, 105,000,000 pairs of these shoes went to market. However, the picture is not as rosy as it might be in this field. The 1949 output was 6,000,000 pairs under 1948—despite the near-record birth rates in both 1948 and 1949.

Actually, juvenile shoe output and sales have lagged behind the phenomenal growth of the child population of the past decade. For instance, in 1939 youths' and boys' shoe output amounted to 16,860,000 pairs. Ten years later, despite the greatly increased numbers of boys and youths, production in this branch was 16,880,000 pairs, virtually static.

### Interesting Figures

Since 1940, about 30,000,000 children have been born. This is about 10,000,000 more than would have been born at the prewar birth rate. This increase should have resulted in a corresponding juvenile shoe output of about 26,000,000 pairs. But our increase during the 1940-49 decade was only 10,000,000 pairs. Thus we are about 16,000,000 pairs "short" of our normal mark.

In 1949, misses' and children's shoe output fell 6.1 percent; youths' and boys' dropped 2.2 percent; and even infants' shoes—despite the enormous births of 3.7 million in 1948 and 3.6 in 1949—declined 5.1 percent. Producers and sellers of juvenile shoes are showing some anxiety about this decline, for "on paper" there should have been an increase rather than a decline.

Today we have a children's population—those 14 years and under—of 41,000,000, the highest on U. S. record. (See Table 1.) On the basis of per capita consumption of 2.60 pairs of juvenile shoes in 1949, output should have been 106,600,000 pairs. And actually it was: 105.5 million pairs. But 2.60 is the lowest

per capita pairs since 1943. Average annual per capita consumption of juvenile shoes in the five-year 1944-48 period was 2.75 pairs. (See Table 2.) Producers of juvenile shoes are asking why there should have been such a sharp cut in consumption in 1949. They are also wondering what is going to happen to that per capita consumption figure in 1950.

### Possible Causes

Some shoe manufacturers and retailers attribute the low consumption of boys' and youths' footwear to seasonal intrusions of rubber-soled canvas footwear, the "sneakers" worn by boys in warmer months or more habitually in warmer climates. However, this is no reason for the decline in this branch, as the "sneakers"

Table 1  
Census Bureau Forecast Of Number Of Children  
(000 omitted)

	Under 5 yrs.	5 to 9 yrs.	10 to 14 yrs.	15 to 19 yrs.	Total Children	Estimated clothing expendits. (mills.)
1940 (Census)	10,542	10,685	11,746	12,334	45,307	.....
1947	14,604	12,110	10,667	11,242	48,623	\$3,241
1948	15,044	12,884	10,881	10,990	49,799	3,286
1949	15,407	13,432	11,159	10,757	50,755	3,358
1950	15,623	13,926	11,344	10,671	51,564	3,429
1951	15,729	14,202	11,631	10,642	52,204	3,502
1952	14,610	15,366	12,106	10,688	52,770	3,571
1953	13,656	15,806	12,879	10,897	53,238	3,640
1954	12,844	16,167	13,424	11,172	53,607	3,698
1955	12,155	16,356	13,913	11,354	53,778	3,754
1956	12,249	16,388	14,128	11,538	54,303	3,802
1957	11,912	15,209	15,288	12,007	54,416	3,841
1958	11,693	14,201	15,725	12,775	54,394	3,887
1959	11,532	13,341	16,085	13,313	54,271	3,925
1960	11,434	12,612	16,273	13,798	54,117	3,923

Table 2  
Per Capita Production of Juvenile Shoes

	Misses' and Children's	Boys' and Youths'	Infants'	Average all Juvenile
1949	4.30	1.14	2.33	2.59
1948	4.51	1.19	2.59	2.76
1947	4.52	1.31	2.68	2.84
1946	4.59	1.50	3.17	2.75
1945	4.76	1.17	3.12	2.68
1944	4.04	1.30	2.77	2.70
1943	3.07	1.51	2.62	2.40
1942	3.40	1.36	2.81	2.52
1941	3.71	1.46	3.14	2.74
1940	3.21	1.17	2.63	2.34
1939	3.50	1.31	2.76	2.52
1938	3.20	1.33	2.36	2.30
1937	3.18	1.37	2.43	2.32
1936	2.96	1.30	2.21	2.16
1935	3.00	1.41	2.09	2.17
1934	2.79	1.37	1.86	2.01
1933	2.69	1.58	1.72	2.00
1932	2.74	1.44	1.41	1.86
1931	2.80	1.60	1.65	2.01
1930	2.63	1.48	1.62	1.91
1929	3.30	1.86	2.05	2.07

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have always taken their seasonal bite out of regular shoe sales.

But, as some retailers have commented, juvenile shoe producers might well try producing new types of seasonal shoes for youths and boys. Lightweight and opened-up types; for instance, the open sandal that might "compete" with rubber-canvas footwear. This has been tried, of course, but a good share of its lack of success, as pointed out by several, has been the lack of flexibility and lightness of soles, and much the same applicable to the uppers.

The important point is that there is a market potential for new seasonal and recreational types of shoes in the juvenile field.

Other manufacturers say that sales lag—that is, failure of consumption to keep pace with population growth in the juvenile field—may be ascribed in part to the longer-wearing "synthetic" soles, particularly in the boys' and youths' branch. But some juvenile manufacturers have made comparative tests of leather and non-leather soles, one of each on a pair of shoes. The worn shoes showed that a good leather sole holds up well in wear value to non-leather soles. But some of the latter, in these tests, showed breaking from the edge at the toe tip, and also curling of the soles. In short, wear alone is by no means the whole answer.

Many producers of juvenile shoes mention the "cycle" in their business in regard to styles. That is, every eight or ten years juvenile shoe styles repeat. The "old" styles come back—with a few slight changes—as the "new" styles. This is based on the theory that with each new crop of mothers the "old" styles are new to these new mothers; and hence there is little need to create drastic changes in juvenile styles.

However, consumer tastes change. Note, for example, the marked changes in children's clothing of today and those of 10-15 years ago. These changes are both in functional and decorative features. These changes were partly created by the clothing manufacturers, partly inspired by changes in consumer tastes. By comparison, note the similarity of children's shoes today and those of 10-15 years past. The Mary Jane is unalterable, as is the conventional saddle oxford, the utility oxford, etc. It is one thing to stick to fundamentals, another to get stuck with fundamentals.

Foot health offers new prospects of increased juvenile shoe sales.

LEATHER and SHOES—February 25, 1950

Mothers are rapidly becoming more foot-conscious. More are buying children's shoes conscious of foot requirements. The fact that a shoe will wear many months has its sales value. But if the child outgrows the shoe during that period, then wear becomes of secondary importance. More mothers are beginning to think in terms of new shoes on the basis of size needs rather than wear assets. This could mean more frequent shoe purchases.

The National Foot Health Council, for instance, is strongly behind this movement. It issues thousands of educational pamphlets whose message encourages mothers to make more frequent shoe purchases on the basis of foot-size changes. Producers of juvenile shoes might get behind this effort, promote it cooperatively. It could help give a boost to shoe sales.

Keep in mind, too, that three states—Mass., R. I., and Calif.—now have laws requiring compulsory foot examinations of the feet of school children. Twenty-six other states have similar legislative bills pending. This will bear great influence on the foot health aspects of shoes. It also spells new opportunities for increased sales.

#### Expanding Market

Another 30,000,000 new births are expected to occur in the U. S. between 1948 and 1957, and even this figure might prove conservative. On the basis of population growth alone, juvenile shoe business holds healthy prospects—at least as good as in the past decade, but with many opportunities for increased output and sales. As already shown, this branch of the industry has lagged a bit in output and sales in relation to population growth. Its potential lies in keeping pace with this growth, and also in increasing per capita consumption through a variety of merchandising and promotional efforts.

By 1955 there will be 23 percent more first-grade school children than now; by 1957, 35 percent more. Translate this into school shoes—the opportunity of appreciably increased school shoe sales.

In 1936, only 831,500 children were born, and in 1940, 1,214,492 million. Compare this with the five postwar years 1945-49 wherein the birth rate averaged better than 3,500,000 a year. We can expect continuation of a high birth rate—between two and three million births a year even after the leveling off. This, keep in mind, is two or three times the prewar numbers of new births.



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Translate that into infants' and children's shoes.

### More Merchandising

The majority of juvenile shoes are sold largely on a basis of utility and price features. These are, of course, very important and essential. But two other important selling features have not received as much attention as they should to attain the maximum benefits of strong merchandising.

The foot health factor is one. This offers many fresh merchandising opportunities. We are *not* implying emphasis on "corrective" shoes for children. This is already encompassed by juvenile shoe firms specializing in this work. Rather, the opportunity lies in stress on parent and child education regarding more frequent purchase of shoes on the basis of size needs of growing feet. Also, the use of more flexible soles and other inherent shoe features which contribute to healthy foot growth. In short, all shoes, corrective and non-corrective, should stress such features. Parental education could lead to appreciably increased shoe consumption. Price and utility, though continuing to remain important, would not dominate purchase decisions, but would be only component parts of the total decision.

The styling opportunities in juvenile footwear are still largely untapped. Conventional and orthodox patterns, designs and types will always be a wholesome part of the market, as they are in the men's and women's fields. However, the juvenile field is pretty much dominated by such shoes.

What is not generally appreciated is that the juvenile shoe field offers far more reception to the novel and unique footwear treatments than either the men's or women's field—provided, of course, that the essentials of fit, comfort, wear, price and foot health are incorporated with the treatments. The outstanding success of Trimfoot Shoe Company's Walt Disney footwear is an example of public reception to unique touches in children's shoes. Similar treatments have been applied to "Totes," the rubber footwear product, with equal success. The novel and unique have not been fully capitalized.

Children live in a child's world. Their tastes, ideas, likes and dislikes are distinctly apart from the adult world. Yet much of our juvenile footwear is largely an adaptation of adult footwear in terms of design and pattern. Closer attunement to child tastes and habits could be pro-

(Continued on Page 48)



# Women's Shoe And Leather Colors -- Fall, 1950

With Fashion Coordination Notes Keyed To Costume Shades

## For Smooth Leathers

**COGNAC BROWN** (for town wear) . . . Continues its highly successful fashion career as a rich vibrant brown that tunes in perfectly with animated rust, copper, capucine, cinnamon and other spicy hues in fall costumes. Also much favored with lively yellowish greens, as bronze, moss and lime types, warm tans and beiges, aqua and teal blues, amber and golden tones.

**CAFE BROWN** (for town wear) . . . This versatile shade maintains its strong acceptance as the most widely used brown leather tone for basic needs. Appropriate with costumes in neutral browns, as teakwood, coffee and chocolate tones, subdued medium beiges, darker forest or pine greens, hazy slate blues, steel and other metallic greys. Goes well with neutral brown fur tones, as nutria and beaver.

**CINNABAR** (for casual wear) . . . Again wins endorsement as a sprightly rust shade that blends with brick, paprika, terra cotta and orangy tones. Also a gleaming accent to aqua, turquoise and other greenish blues, tawny tans and beiges, bright greens, including citron and mint, and other gay sports hues.

**BROWN CORDO** (for town wear) . . . Distinctive new version of a brownish Cordovan shade, stepping smartly with important style colors, including reddish or rosy plum tones, mahogany and other reddish browns and rosy beiges. Very dashing, too, with the entire range of greens, especially olive and terrapin versions, dusky blues, steel and darker greys and tweed mixtures.

**TURFTAN** (for town and casual wear) . . . Retains favor as a classic russet tone that goes well with tailored town or country clothes in navy and lighter blues, greys, camel and other medium tans and beiges, the rust range and greens.

**CLARET RED** (for town wear) . . . The warm glow of this spirited new vintage shade signals it as an unusually smart complement to many important costume colors for fall and winter. It blends subtly with all the sparkling Burgundy, Bordeaux and garnet reds of increasing style significance and adds zest as a contrasting accent to medium and darker blues, especially navy and dusky greyed types, teal and greenish sea tones, neutral beiges, greys and black.

**PARKWAY GREEN** (for town wear) . . . Enjoys continued fashion approval as a rich pine green, because of its smart harmonizing qualities with new greens in fall costumes, including laurel, spruce and other deep forest

tones. Very effective, too, as a contrast to the rust, henna and copper gamme, coffee, cocoa and other autumn browns, topaz or amber tones, spicy tans and warm beiges.

**CHERRY RED** (for town wear) . . . Remains firmly established as a lively medium red that lends animation to tailored town clothes in navy and smoky blues, greys and neutral beiges, as fawn, beaver and lighter sandy tones. Also interesting with soft greens, as fern, jade and almond, and duck blues.

**ADMIRAL BLUE** (for town wear) . . . The strong emphasis placed on this successful navy leather shade makes it a year round classic for wear with costumes in navy and medium blues. In good taste, too, with the entire scale of rose and red, from brilliant flame hues to deep maroon or wine tones, also neutral bark and clay beiges and the grey range. The perfect blending shade with midnight blue furs.

**GOLDEN WHEAT** (for casual wear) . . . This appealing golden blonde version is again stressed as an important lighter tone for sports and play shoes. An ideal shade for informal wear with southern resort and cruise clothes in white, natural and champagne, as well as pastels and brilliant sports hues, including lime, mint, lemon and golden tones.

**PLAYRED** (for casual wear) . . . The immense popularity of radiant reds in the entire fashion picture gives added impetus to this bright leather shade for spectator and play shoes. A gay accent to the entire range of blues, especially navy and brilliant medium tones, greys, sand or natural shades and black. Very dashing with resort and cruise clothes in white, pastels and bold hues.

**GREEN PEPPER** (for casual wear) . . . Rates increasing interest as a high-spirited medium green for informal shoes to wear with sports and country clothes in burnished tans, ginger, copper and brick. Also pleasing with warm light browns, golden tones and tangerine, lime and lemon shades.

## For Suede Leathers

**MAPLE BROWN** (for town wear) . . . Wide acceptance is accorded this warm light brown leather tone, known as "Balenciaga" in the shoe and leather industry. Its smart harmonizing attributes link it closely with favored colors in fall costumes, including toast, mocha, cocoa, nut browns, blonde and honey beiges. Also well-liked with teal and aqua tones, greens, including almond, reseda and jade,

(Concluded on Page 47)

Juvenile shoes undergoing some interesting style analyses. Increasing emphasis on fashion factors while retaining utilitarian features. Misses' dress shoes will tend to remain pretty much as last season, though with more interesting and eye-appealing treatments. Lightweight air-type cements with closed toes and heels will be featured. Treatments will consist of scalloped throats with cross straps and two-buckle arrangements. A carry-over from last year will feature pre-stitched soles on casuals with Goodyear welt moccasin treatment on cement shoes with buckle adjustment, shawl effects and side gore features.

Style will be more prominent in children's stitchdowns and welts. Lighter effects on the uppers--two-strap buckle adjustments, overlay vamps, embossed plugs, etc. New variations of the saddle oxford will be promoted, with multicolored saddles and basket weave effects up front. More children's shoes tending to simulate women's casuals. More multiple straps. Red has been getting a surprising call. The demand for suede has also been strong, but expected to peter out. The scuff problem with children is an obstacle to promoting suede on a large scale.

Trend is away from high shoes for children up to three years. You can count on this trend picking up momentum to become permanent. Reasons are good. The old "ankle support" theory disproved. High shoes for tots tend to weaken rather than strengthen ankle in normal foot growth. Laced high shoe restricts circulation, limits normal motions of ankle and surrounding tissues. Best evidence favoring low shoes for tots is native children who wear no shoes at all--yet develop strong ankles and normal feet.

Kids gadget-crazy about ornamental effects on shoes--detachable ornaments. All the way up to 14-15-year-olds. Kids like novelties. Especially when these "symbolize" a current interest or fad. Sports items like footballs, baseballs, bats, hockey sticks, tennis rackets, etc.; animals--dogs, horses, insects, kittens; dressy effects--cameos, sparkling bars, brass or mother-of-pearl decorations. Keep attuned to the changing juvenile fads, the moods, the seasons, the special occasions--then promote the appropriate ornamental touch that can be attached to the shoe. Shoe retailers are much interested, for these gadgets are "extra" sales which are otherwise purchased in the five-and-ten or notion counters.

Many shoe men feel that juvenile shoe styling offers many potentials to increase sales. In this field, utility and price and fit have been traditionally emphasized, shunting style factor to background. Thinking now is that stronger style promotion in juvenile field could step up buying interest, increase consumption and sales.

## Women's Colors . . . Concluded from Page 45

cloudy greyed blues and soft misty pastels. Extremely flattering with mink and sable furs.

**COPPERTONE** (for town wear) . . . Lively new rendition of coppery brown, blending well with autumnal tones of tawny rust, copper, clove, nutmeg and other spicy shades in fall costumes. Strikes a rich contrast with the green gamme, especially yellowish moss, bronze and olive, burnished tans and beiges, greys and greenish blues in the aquamarine and turquoise range.

**CLARET RED** (for town wear) . . . See notes in Smooth Leather group.

**CAFE BROWN** (for town wear) . . . See notes in Smooth Leather group.

**PARKWAY GREEN** (for town wear) . . . See notes in Smooth Leather group.

**SLATE GREY** (for town wear) . . . The distinctive muted qualities of this smoky grey leather color render it an ideal complement to many fall costume tones, including nickel, steel and darker midnight greys. Has prestige, too, as a subtle accent to reds in the vintage, ruby, garnet and rose ranges, plum, cherry, grape, blackberry, amethyst and

violet shades, also navy and blues of mauvish cast.

**ADMIRAL BLUE** (for town wear) . . . See notes in Smooth Leather group.

**PLAYRED** (for casual wear) . . . See notes in Smooth Leather group.

**TURFGREEN** (for casual wear) . . . Clear buoyant green, repeating its successful rôle as an excellent bright shade for sports and play shoes to go with the entire spice and copper gamme. Also sparkling with citrus tones, warm tans and beiges and chamois, honey and golden shades.

**CINNABAR** (for casual wear) . . . This animated new blue makes a smart entry into the spectator sports and play group. It keeps lively step with the important red range in fall fashions, especially the glowing flame or fire hues. Very interesting as an accent to sun and play clothes in pink and rose tones, silver and pearl greys, blonde and natural shades, soft pastel blues, lemon and golden tones, as well as white and vivid sports hues.

**NOTE:** BLACK leathers continue their importance in fall and winter footwear.

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## **Juvenile Shoes . . .**

*(Concluded from Page 44)*

fitably turned. The influence of Roy Rogers, Gene Autry and Hopalong Cassidy has been responsible for the mania for all things Western and cowboy in young people's imaginative minds. The Western influence in children's shoes and other clothing was the end result.

This is simply an example of the opportunity of probing the children's world and adapting commercial products to the findings.

Though in one respect children retain the distinctive tastes of their own world, in another sense they tend to simulate the tastes and habits of adults. A child who dresses up in mother's clothes and flops around in mother's high-heel shoes, illustrates the instinctive urge to look and feel grown-up.

Thus, here too lies an opportunity in juvenile shoe styling—a sort of ingenious compromise between children's and adults' shoe styles. The prospect of this market has not yet been fully realized.

All this points up the merchandising opportunities in the juvenile shoe field—and through such merchandising to raise shoe consumption of young people. The market over the past decade has been the largest that ever confronted the producers of juvenile shoes. The outlook for the next decade is, in terms of expanding population, just as bright. By tapping its resources we can realize appreciably higher shoe output, sales and consumption.

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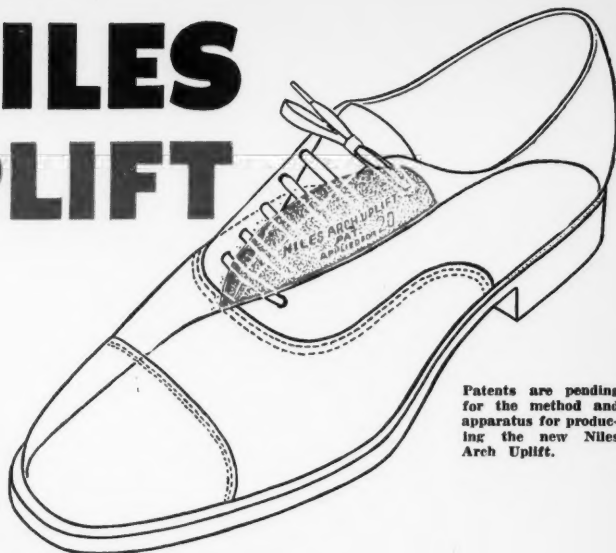
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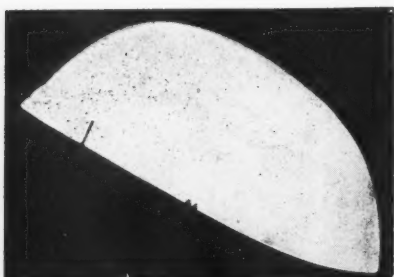
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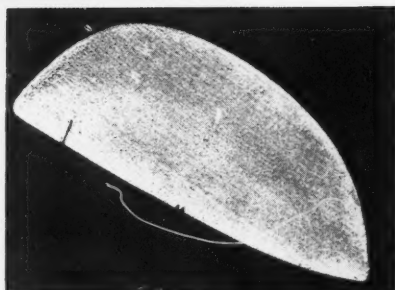
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